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ABSTRACT

This annotated bibliography is intended to provide instructors and trainers with a variety of materials that may be used to design or supplement a self-employment/small business management training program. The materials listed include lesson plans, handbooks, workbooks, textbooks, tests, test keys, instruction guides, videocassettes, pamphlets, brochures, computer programs, and microfiche. Resources are grouped according to topic. Chapter I includes general informational materials with which the instructor can assist and challenge students to consider the larger view of starting and operating a a business. Chapter II provides resources concerning regulating and legal issues for both instructor and student. Financial and economic issues are covered in Chapter III. Chapter IV lists resources containing case studies of individuals who have succeeded in business and those who have failed--and why. Chapter V provides tips and training techniques to improve small business marketing for start-ups and established operations. Resources in Chapter VI discuss general planning for the training program and its business owners. Chapter VII lists several American Management Associations offerings with specific information on curriculum development. Chapter VIII includes materials that may be particularly helpful in training/teaching entrepreneurs. Chapter IX lists miscellaneous resources of interest to the teacher or entrepreneur. (YLB)

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ENTREPRENEURSHIP EDUCATION MATERIALS

Illinois Department of
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ENTREPRENEURSHIP EDUCATION MATERIALS

Illinois Department of Commerce
and Community Affairs

Office of Urban Assistance

July, 1987

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INTRODUCTION

The literature on entrepreneurship education and training has burgeoned in recent years, due to the growing numbers of Americans who strike out on their own to start a business. These individuals often encounter problems along the way and turn to colleges, governmental agencies, local economic development groups, and other community organizations for solutions.

The Illinois Department of Commerce and Community Affairs has compiled this listing of resources to assist the trainers -- individuals and organizations which provide technical assistance to help new businesses get started and to keep them operating successfully. The materials listed in this bibliography include lesson plans, handbooks, workbooks, textbooks, instruction guides, videocassettes, tests, test keys, pamphlets, brochures, computer programs, microfiche, and other resources. The purpose of this collection is to provide instructors and trainers with a variety of materials which may be used to design or supplement a self-employment/small business management training program.

These resources have been grouped according to topic. Chapter I includes general informational materials with which the instructor can assist and challenge students to consider the larger view of starting and operating a business. Chapter II provides resources concerning regulatory and legal issues for both instructor and student. Financial and economic issues are covered in Chapter III.

In Chapter IV, materials are listed which discuss case studies of individuals who have made it big in business and those who have failed -- and why. Chapter V provides tips and training techniques to improve small business marketing for start-ups and established operations.

General planning for the training program and its business owners is discussed in the resources listed in Chapter VI. Specific information on curriculum development is available through the American Management Associations. Several of their offerings are listed in Chapter VII.

Chapter VIII includes materials which may be particularly helpful in teaching/training entrepreneurs, and Chapter IX lists miscellaneous resources which may be of interest to the teacher or the entrepreneur.

Every effort has been made to maintain a high degree of validity of this bibliography. If you have any additions or corrections, please address them to:

Office of Urban Assistance
Illinois Department of Commerce
and Community Affairs
620 East Adams, 5th Floor
Springfield, Illinois 62701
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COMPREHENSIVE BUSINESS TRAINING MATERIALS

How to Order ERIC Documents. Order from: Educational Resources Information Center; Document Reproduction Service; Computer Microfilm Corporation; 3900 Wheeler Avenue; Alexandria, VA 22304; (703) 823-0500 or (800) 227-3742.

Baumback's Guide to Entrepreneurship. Clifford Baumbac. Englewood Cliffs, NJ: Prentice-Hall, Inc., 1981. Prentice-Hall, Inc.; Englewood Cliffs, NJ 07632. Complete Textbook.

This is a handbook on starting a business. The focus of the text is on the process of new business formation and on the associated trials and risks.

Be Self-Employed, How To. Bert Fregly. 1977. Bert Fregly Publications; 2850 Reynard Way; San Diego, CA. Textbook.

Business Management Handbook. J.K. Lasser. Revised/edited by Bernard Greisman. McGraw-Hill. 746 pp. Book.

This book features detailed treatments of productive accounting techniques, cost-analysis, marketing, productivity, business operations, budgeting, marketing products and services, developing a legal department, stockholder relations, and more.

Business Planning Guide. D. Bangs and W. Osgood. 1979. Upstart Publishing Company, Inc.; Portsmouth, NH 03801. 122 pp., $6.00. Workbook.

This workbook, which may be used by new businesses as well as those already in business, assists in the development of a working business plan tailored to the individual needs and circumstances of a new venture. The workbook provides information on: describing the market, competition, business location, employees, the application and expected effect of a loan or investment, instructions for using financial records and statements, instructions for developing a financing proposal, and suggestions for supporting documents. Examples from an actual business plan are included.

The Entrepreneurial Function: Text and Cases on Small Firms. LaRue T. Hosmer, et al. 1977. Prentice-Hall, Inc.; 160 St. Daniel Street; Florissant, MO 63031. 484 pp. Textbook.

This text discusses marketing; operations; financial management; market research; product development; organizational management and control; formation, purchase and expansion of a small company; consolidation of a new company; final outcomes; and careers.

The Entrepreneur Kit. Grand Forks, ND: University of North Dakota, 1986. Center for Innovation and Business Development; Box 8103, University Station; Grand Forks, ND 58202; (701) 777-3132. Instruction Guide; Handbook.

This kit, which may be particularly helpful to larger scale start-ups which offer a product, includes comprehensive information on writing a business plan; doing market research; naming your business; securing a patent, trademark or copyright; obtaining technical assistance; structuring partnership agreements; and ensuring non-disclosure and non-competition protection. Approximate Cost: $60 per kit.

The Entrepreneur's Manual: Business Start-ups, Spin-offs, and Innovative Management. Richard M. White, Jr. 1977. Chilton Book Company; Chilton Way; Radnor, PA 19089. 419 pp., $16.50. Handbook.

This 18 chapter handbook is coded to meet the diverse needs of different readers. Topics include the concept of the business, hiring the team, venture capital sources, finances, sales, distribution, and case studies.

Minding Your Own Small Business: An Introductory Curriculum for Small Business Management. Nancy Holt, et al. Belmont, MA: CRC Education and Human Development, Inc., 1979 (ED 173 623). Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402; Stock # 017-080-02000-9. Instruction Guide.

This curriculum guide is intended for secondary and post-secondary students interested in beginning a small business venture. Teacher and student materials and a glossary of financial terms are also included.

Minding Your Own Small Business: Simulation Game 1 and Business Simulation Game 2. The Athena Corporation. Bethesda, MD: The Athena Corporation, 1976. Educational Resources Information Center; Document Reproduction Service; P.O. Box 190; Arlington, VA 22210. Simulation/Gaming; Microfiche.

This business simulation game is designed to supplement a one-semester course in small business ownership and management for high school students, and may be introduced after students have received a general introduction to the principles of small business ownership and management.

Mini Problems in Entrepreneurship, Volume IV. Jo Shuchat. Boston, MA: CRC Education and Human Development, Inc., 1979. Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402; Stock # 017-080-02003-3. Instruction Guide(s); Simulation/Gaming; Microfiche.

The mini-problems are provided to augment an introductory and/or advanced course in small business management and ownership at the secondary, post-secondary, or adult level. All the problems address common business situations and skills needed by entrepreneurs; a few are presented as "games" designed to promote skill development. Teacher and student materials are provided.

Opening Your Own Retail Store. Lyn Taetzsch. 1977. Contemporary Books Inc.; 180 North Michigan Avenue; Chicago, IL 60601. 204 pp., $6.95.

This publication assists with choosing a location, buying fixtures, purchasing stock, planning an advertising campaign, setting up a bookkeeping system, hiring employees, and applying for a loan.

Operating Your Own Business. Harley Schlichting. Columbia, MO: University of Missouri-Columbia, 1980. Instructional Materials Laboratory; University of Missouri-Columbia; 10 Industrial Education Building; Columbia, MO 65201. Instruction Guide(s); Lesson Plan(s); Test(s) & Test Key(s); Assignment Sheets Handouts; Transparency.

This secondary marketing and distributive education performance-based instructional unit contains nineteen lesson plans. Each lesson plan includes objectives, information sheets, assignment sheets, transparency masters, and teacher and student activities.

Owning and Operating a Small Business. Robert E. Nelson, et al. Urbana-Champaign, IL: University of Illinois, June, 1976 (ED 133 435). Educational Resources Information Center; Document Reproduction Service; 5.0. Box 190; Arlington, VA 22210. Instruction Guide(s); Microfiche.

This 14 unit curriculum guide provides instruction in small business ownership and management for students at the secondary, adult, continuing education, or community college levels. Each unit consists of an introduction; objectives; content; and suggested activities, including projects, group dynamics, simulations, role playing, case studies, and assignments.

Program for Acquiring Competence in Entrepreneurship (PACE), Revised. M. Catherine Ashmore; Sandra G. Pritz, et al. Columbus, OH: The Ohio State University, July, 1983. The National Center for Research in Vocational Education; The Ohio State University; 1960 Kenny Road; Columbus, OH 43210. Modular Unit; Instruction Guide; Lesson Plan; Tests and Test Keys.

PACE, (Revised) is an eighteen module, competency-based entrepreneurship program of instruction appropriate for secondary, post-secondary and adult learners. PACE can be used on an independent study basis or in standard education classes. There are three levels and eighteen units for each level.

Prosper in Your Own Business--Getting Started and Staying on Course, How To. Brian R. Smith. Brattleboro, VT: The Stephen Green Press, 1981. The Stephen Green Press; Brattleboro, VT. Complete Textbook.

This guide allows potential entrepreneurs to select chapters of interest or proceed sequentially through the material. Appendices include listings of SBA and U.S. Department of Commerce field offices, a listing of sources of information for specific businesses, a final exam, bibliography, and samples of a partnership agreement and two business plans.

Set Up A Business Office: The Complete Guide to Locating, Outfitting, and Staffing, How To. Norma Morris. 1981. Enterprise Publishing, Inc.; 725 Market Street; Wilmington, DE 19801. 150 pp., $14.95. Workbook/Course.

This manual on setting up a business office includes many suggestions for opening a new office or expanding a present one. Specific topics include: costing specific figures, leasing, locations, floor plans, furniture, security, hiring practices, locating employees, interviewing, buying supplies, business services, writing help-wanted ads, sources of services, employee guidelines, and effectively using a secretary. The manual includes a variety of forms designed for duplication, such as employment applications, time sheets, checklists, typing tests, memos, purchase orders, etc.

Set Up Your Own Small Business, How To. Fallek, Max. Minneapolis, MN: American Institute of Small Business, 1985. American Institute of Small Business; 7515 Wayzata Boulevard, Suite 201; Minneapolis, MN 55429; (800) 328-2906 (Outside Minnesota), (612) 545-7001. Modular Unit(s); Instruction Guide; Handbook.

This two volume resource manual, which is designed for those who are in business or want to start a business, includes information on market research, forecasting sales, financing, advertising, accounting, selling, personnel management, pitfalls to avoid, and how to write a business plan. Quizzes and worksheets are included. Approximate cost: $195 per set. However, educators can purchase the books for the student textbook price of approximately $50 per set, plus freight when purchasing 25 or more manuals.

The Small Business Course: A Step-By-Step Guide. Ted Nicholas. 1981. Enterprise Publishing Inc; 725 Market Street; Wilmington, DE 19801. 500 pp., $14.95. Workbook/Course.

This workbook includes information, worksheets, self-tests, and evaluation forms. Covered areas include: business opportunities, specialty markets, future planning, starting up, setting goals, selecting a business, financing, managing, record-keeping, marketing, legal considerations, advertising, personnel, and business planning.

The Small Business Handbook: A Comprehensive Guide to Starting and Running Your Own Business. Irving Burstiner. Englewood Cliffs, NJ: Prentice-Hall, 1979. 333 pp. Book.

This book provides an overview of theory on starting and operating a business. Chapter headings include: What It Takes To Succeed, Customer Targeting, Joining The Business Community, Financial Needs, Legislative and Tax Consideration, An Introduction to Business Administration, Leadership in Management, Marketing and Production Management, Price Management, Promotion and Distribution, Financial Management, Improving Results, etc.

Small Business Location and Layout. Irving Maness. 1965. Small Business Administration; Washington, D.C. 20416. 64 pp. Booklet.

This publication, which uses nontechnical language, is directed toward teaching administrative management skills to the small business owner.

Small Business Management: Going-Into-Business Modules for Adult and/or Post-Secondary Instruction. Fred Rice, et al. St. Paul, MN: University of Minnesota, 1978. (ED 167 761). Minnesota Curriculum Service Center; 3554 Bear Avenue; White Bear Lake, MN 55110. Modular Unit(s); Instruction Guide(s); Lesson Plan(s); Test(s) & Test Key(s).

This fifteen module small business management curriculum guide was developed for post-secondary and/or adult vocational instructors.

Small Business Management and Ownership, Volume III: Location Decisions--A Simulation. Jo Shuchat and Judith Otto. Boston, MA: CRC Education and Human Development, Inc., 1979. Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402; Stock No. 017-080-02001-7. Simulation/Gaming.

This is a game simulating the research, analysis, and decision making a person must do to select an appropriate business location. Teacher instructions, student instructions and all game materials required are provided.

Something Ventured, Something Gained: An Advanced Curriculum for Small Business Management, Volume II. Jo Shuchat, et al. Belmont, MA: CRC Education and Human Development, Inc., 1979. Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402; Stock # 017-080-02002-5. Modular Unit(s).

Nine units on small business management are provided in this curriculum guide for a secondary or post-secondary course. Its focus is on those who are interested in beginning a small business venture, have some prior business knowledge, and have a specific business in mind. Included are guidelines for presenting the material, discussion notes, and suggestions for conducting class activities.

Successful Small Business Management. Curtis E. Tate, Jr., et al. Dallas, TX: Business Publications, Inc., 1978.

Textbook.

Successful Small Business Management. Leon A. Wortman. New York, NY: AMACOM, 1976.

Textbook.

Topics in Small Business Management. R. Hodgetts and P. Keel. Dubuque, IA: Kendall/Hunt Publishing Company, 1980. 570 pp., $29.95. Workbook/Course.

This large, three-hole punched workbook is a resource for understanding fundamentals of small business management. The text includes diagrams, cartoons, charts, short case studies and self-study questions. Topics in this workbook relate to issues in choosing small business as a career, general management, the communication process, personnel management, leadership, marketing, sources of start-up funding, forms of business organization, business letters and reports, market feasibility, pricing, advertising, sales credit, using financial instruments and tools in forecasting, and contracts.

"Topics In Small Business Management" Series. NETCHE; P.O. Box 83111; Lincoln, NE 68501. Videocassettes.

Each of the NETCHE collection of video tapes in the Small Business Management series lasts about 30 minutes, costs $225, and includes sample cases. A workbook, which reinforces and supplements the several topics, is available.

Planning A New Business. This introductory lesson examines personal qualities, types of planning, and sources of help and advice necessary in starting or buying a small business.

Introduction to Small Business. This first lesson describes common characteristics of the successful entrepreneur, alternate forms of business organization, management techniques and leadership styles, and how to size up a marketing opportunity.

Financing Small Business. This second lesson deals with family budgeting, break-even point analysis, sources of start-up funding, credit, contracts, and insurance.

Analyzing the Financial Health of a Small Business. This third lesson deals with setting price, budgeting cash and making and analyzing balance and income statements.

Marketing for the Small Business. This fourth lesson describes the function of marketing in a small business, assessing market feasibility, advertising and sales.

Tips for a Successful Small Business. This final lesson in the series deals with several topics including factors leading to success and failure in small business, the communication process, business letters and reports, and personnel management.

Marketing a New Product: Idea to Reality. Part I - 25 min.; Part II - 26 min.; Part III - 18 min. Each part costs $225. This three-part series examines a case study of a firm's successful marketing of a new product line. This series should be viewed in sequence. They provide a comprehensive overview of the entire marketing process.

REGULATORY/LEGAL

The Complete Legal Guide For Your Small Business. Paul Adams. John Wiley & Sons, 1982. Book.

This book, which includes practical guidance for small business managers in preparing legal agreements for ordinary commercial transactions, is specific, pragmatic and permits self-help which can substantially reduce attorneys fees. It includes examples for drafting documents such as consulting agreements, sales representative/distribution arrangements, purchase orders, sales orders, licenses, and marketing agreements.

Form Your Own Corporation Without A Lawyer for Under $50.00, How To. Ted Nicholas. 1981. Enterprise Publishing, Inc; 725 Market Street; Wilmington, DE 19801. 72 pp., $5.95. Book.

This manual, which discusses the most economical way to incorporate, is designed to help the reader save money on legal fees. Forms for minutes, by-laws, and the Certificate on Incorporation are included. Topics include: how to incorporate with zero capital, personal tax benefits of incorporating, why lawyers charge big fees for incorporating, how to legally incorporate without hiring a lawyer, Sub Chapter S corporations, how a professional can benefit from incorporation, and other specifically related areas.

Legal Handbook for Small Business. Marc Lane. 1977. American Management Association; 135 West 50th Street; New York, NY 10020. 174 pp., $14.95. Book.

This book goes beyond strict legal terminology, is based on common sense and is free of legal jargon. Topics include: getting into business, structuring the enterprise, tallying the profits, selling the wares, giving credit listing to professionals, protecting oneself, relating to the rank and file, and handling the executive team. An index is included.

Starting and Operating a Business in Illinois (other states also available). Jenkins, Michael D., et al. Sunnyvale, CA: Oasis Press, 1985. Successful Business Library; Oasis Press; 720 South Hillview Drive; Milpitas, CA 95035; (408) 263-9671, (800) 228-2275. $26.95. Instruction Guide; Handbook.

This book is a self-help tool for the business owner, lawyer, or accountant who wants an up-to-date guide to the basic financial, legal and tax ground rules that apply to most businesses operating in the state. Areas covered include: legal forms of business and their advantages and disadvantages; advice for buying a business or franchise; tax authorities; governmental agencies; income tax benefits; sources of information and guidance; laws, taxes, and business conditions in the state; and some of the official government forms, legal notices, and publications needed by many businesses.

FINANCE AND ECONOMICS

Administering the Closely Held Company. J. Welsh and J. White. 1980. Owner-Managed Business Center, Inc.; 725 South Central Expressway; #B-12; Richardson, TX 75080. 350 pp., $39.50. Book.

This book provides resources for administering small company finances. The text contains many illustrations, tables, and graphs to clarify concepts, and its topics include: profit, cash flow and growth, accounts receivable, inventory management, accounts payable, depreciation and investment tax credit, inventory costing techniques, boosting cash flow and bank balance, cutting taxes, return on investment and liquidity, record keeping, successful financing techniques, planning and implementing expansion strategies, improving productivity, and selling and merging a business.

Buyerism: How to Buy a Franchise or a Small Business. 1970. [redacted]/Information Services, Inc.; Box 3660; Rochester, 14609. 160 pp. Book. This publication provides guidance in buying a franchise or small business.

Do Your Own Accounting, How To. Robert R. Milleron. 1980. Enterprise Publishing, Inc.; 725 Market Street; Wilmington, DE 19801. 176 pp., $9.95. Book.

This book discusses a step-by-step method for setting up a bookkeeping system for even the smallest business. The method permits the business-person to start a simple cash-basis bookkeeping system and then develop it into a double-entry accrual system as the business grows.

Financial Management. Stephen R. Lucas, et al. 1976. University of Texas; Division of Extension; Instructional Materials Center; Austin, TX 78700. $15.00. Transparencies.

This transparency set (132 transparencies and user's guide) deals with financing a business operation — from a small shop to a large corporation.

Key Business Ratios. 1981. Dun and Bradstreet; 99 Church Street; New York, NY. $4.50. Booklet.

This resource offers a current survey of 125 lines of business and their financial performance, and may be used in financial ratio analysis and comparison of new venture statistics to national business line averages. These comparisons can provide a quick check on the financial and performance needs of a new venture.

Read a Financial Report, How To. 1979. Merrill Lynch, Pierce, Fenner & Smith, Inc.; One Liberty Plaza; 165 Broadway; New York, NY 10080. 31 pp. Free Booklet.

This short booklet helps the new business person to quickly understand important terms, contains many charts and examples to help reinforce learning, and may be particularly useful in assessing the financial health of a business. Information is provided on: the balance sheet, liabilities, stockholders' equity, financial ratio analysis, the income statement, the accumulated retained earnings statement, and the source and application of funds statements.

Start, Finance, and Manage Your Own Small Business, How To. Joseph R. Mancuso. 1978. Prentice-Hall, Inc; Englewood Cliffs, New Jersey 07632. 420 pp., $9.95. Book.

This book provides information about raising capital, preparing an effective business plan, profit disbursement and public stock issue. It includes self-assessment items, actual business plans, commentaries, and a series of practical points of information.

"That's Business" Series. The Owner-Managed Business Center, Inc.; 725 South Central Expressway; #B-12; Richardson, TX 75080. $400 each. Videocassette.

The six videocassettes in this series present useful basic information through two role-playing individuals, a business owner and his consultant. Accompanying workbooks are available and may be used with each film to supplement learning.

"That's Business" Series. (Continued)

"The Accounting Process". (27 min./color)
This tape presents a fundamental overview of how the accounting system works in a small business, especially regarding the use of a journal and ledger. Several examples are given.

"Accounts Receivable". (34 min./color)
This tape demonstrates the relationship of growth in sales to profit and cash flow. Also indicated is a technique for determining what growth rate a business can effectively sustain.

"The Balance Sheet". (21 min./color)
This tape very simply describes the evolution of the balance sheet and how income and cash flow statements were derived. Also explained is the purpose and use of journal and ledger entries.

"Cash Flow Forecasting". (30 min./color)
This tape illustrates the difference between cash flow and profit. It shows how to calculate future cash needs to avoid under-capitalization.

"Financial Growth". (33 min./color)
This tape demonstrates the relationship of growth in sales profit and cash flow. Also indicated is a technique for determining what growth rate a business can effectively sustain.

"Profit Forecasting". (30 min./color)
This tape describes gross profit, pre-tax profit, net profit, and overhead. The methods of calculating and forecasting profits are demonstrated, as well as the accrual process for matching revenues with expenses to determine profit.

Where the Money Is and How to Get It. Ted Nicholas. Wilmington, DE: Enterprise Publishing, Inc., 1981. Enterprise Publishing, Inc.; 725 Market Street; Wilmington, DE 19801. 185 pp., $4.95. Book.
This book contains many sources of loans and capital. Names, addresses, and telephone numbers of venture capital firms, state sources, and selected banks are given, as well as tips on how to raise money for the business.

CASE STUDIES

The Entrepreneurs. Robert L. Shook. New York, NY: Harper & Row, 1981. 175 pp., $3.95. Book.
This book includes twelve success stories, and practical information about commitment, creativity, perseverance and hard work in assuming the risks, organization and management of a new venture.

Self-Made: Braving an Independent Career in a Corporate Age. John Stickney. New York, NY: G.P. Putnam & Sons, 1980. 222 pp., $10.95. Book.
This book contains entrepreneurial success stories. These "real stories" explore the significance and prove the feasibility of combining a small business career, family and individual goals.

Small Business Management: Planning and Operation. William D. Hailes, Jr. and Raymond T. Hubbard. New York, NY: Van Nostrand Reinhold Company, 1977 (ISBN 0-442-23020-6). Van Nostrand Reinhold Company; 450 West 33rd Street; New York, NY 10001. Complete Text Book.
This text focuses on opportunities in the free enterprise system in seven kinds of small businesses: Production, Distribution, Retailing, Personal Services, Professional Services, Financial and Public Utilities.

"University of Mid-America Case Studies in Small Business" Series. University of Mid-America; Division of Marketing; P.O. Box 82006; M.S. 309; Lincoln, NE 68501. Videocassettes.
This series of 10 half-hour color videocassettes investigates small business management principles as they are applied in actual cases. Small business owners are seen confronting and coping with a variety of daily situations and problems. A guide for instructors accompanies the programs. Each 3/4" videocassette costs $245.

The Downhill Slide.
This film demonstrates the unfortunate consequences of failing to change with the times via a New Hampshire ski lodge's decline and demise.

Starting Up.
In this film, a woman describes her work at a service station and how she's planning to eventually own the business. The program follows her experiments with various management systems and marketing strategies.

Taking Off.
This film examines the case of two pilot partners who turn their weekend hobby into a thriving small air transporting business.

Women and the Business Game: Strategies for Successful Ownership. Charlotte Taylor. New York, NY: Simon & Schuster, 1980. 242 pp., $11.95. Book.
This basic how-to book on starting a business provides individual case studies and examples which are targeted to women but may be useful to men as well.

MARKETING, SALES, ADVERTISING

Advertise; A Handbook for Small Business, How To. Sandra Linville Dean. 1980. Enterprise Publishing Company; 725 Market Street; Wilmington, DE 1980. 192 pp., $12.95. Book

This book is useful in acquiring knowledge of the basic principles of current advertising concepts. It is written for the small business owner and includes information on how to plan an ad campaign and budget, how much time and money it takes, which media to use to sell, what's being sold, how to target the consumer, what to expect when working with an agency and the knowledge necessary to deal intelligently with an agency.

The American Enterprise Series. 1976. The University of Texas; Division of Extension; Instructional Materials Center; Austin, TX 78700. $5.00. Curriculum guide.

This series is designed for high school level cooperative programs and post secondary programs in middle management and advanced marketing. Series includes: Selling, Marketing, Promotion, Management, Merchandising and Buying, and Financial Management. Includes 6 student's manuals, 6 instructor's guides, and 6 pre-tests.

Handbook of Small Business Advertising. Michael Anthony. 1981. Addison-Wesley Publishing Company; Reading, MA. 207 pp., $21.85. Book.

This book takes the reader through the process of advertising goods or services including why to advertise; pinpointing the market; and proven tips for reaching and influencing the targeted market, such as what makes a good ad, how to test different approaches, how to select the right media, and how to make the most of advertising budgets. The book provides actual examples, forms, diagrams, and simple procedures which may be used to achieve the advertising results.

The Market Analysis Workbook for Small to Moderate Retail Establishments. Wayne A. Lemmon. AMACOM; 135 West 50th Street; New York, NY 10020. Workbook.

This book enables the retail or service business owner to complete a market analysis. It includes worksheets to encourage and support legwork and research on topics such as: defining the market, market size, estimating market support, interpretation and reflection.

Marketing for a Small Business. Evelyn S. Barnes, et al. 1979. University of Wisconsin-Madison; 984 Educational Sciences Building; 1025 West Johnson St.; Madison, WI 53706. Textbook.

This text covers information on marketing, management, legal, government, finance, physical operations, and production. Includes text and participant notebook.

Starting your Own Marketing Business, 2nd Edition. Vivien K. Ely and Michael T. Barnes. New York, NY: McGraw-Hill Book Company, 1978. Gregg Division/ McGraw-Hill Book Company; New York, NY 10020. Complete Textbook; Test and Test Key; Projects/Learning Activities; Teacher's Manual (Separate document).

This high school text for marketing and distributive education students can be used with a teacher's manual which includes teaching tips, tests, test keys, bibliography, listing of films, etc.

PLANNING

An Analysis Of The Small Business Managing Occupation. Pat E. Di Placido, et al. Columbus, OH: Ohio State Department of Education, 1975.
Model development.

Beyond a Dream: An Instructor's Guide for Small Business Exploration. Balogh, Judy, et al. Columbus, OH: The Ohio State University, 1985. The National Center for Research in Vocational Education; The Ohio State University; Box N, 1960 Kenny Road; Columbus, OH 43210-1090; (800) 848-4815. $25.00. Modular Unit(s); Instruction Guide.
This ten unit adult-level training package, which helps adults to determine their self-employment potential and develop a personal plan of action, includes information on: assessing self-employment potential, evaluating business skills, building a support system, assessing personal finances, completing a product or service survey, conducting a competitive market survey, planning a business, developing a business plan, using resources available for your small business, and developing a personal plan of action.

Chartering An Experience Bank: A Guide To Forming A Local Association of Independent Businessmen. Milwaukee, WI: Center for Venture Management, 1970.
Curriculum guide.

Development of Entrepreneurship Training Components For Vocational Education. Carol Kaplan. Palo Alto, CA: American Institutes For Research, 1979.
Model development.

Entrepreneurship. 1978. The National Center for Research in Vocational Education; Ohio State University; Kenny Road; Columbus, OH 43210. Bibliography.
This publication is a bibliography of materials, ERIC documents, and films on entrepreneurship and small business.

Entrepreneurship in Voc Ed: A Guide for Program Planning. Edward L. Davis and Margaret A. Zelinko. Columbus, OH: The Ohio State University, 1982. The National Center for Research in Vocational Education; The Ohio State University; 1960 Kenny Road; Columbus, OH 43210. Monograph.
This monograph assists vocational education program planners and curriculum developers in selecting materials appropriate for secondary, post-secondary and adult entrepreneurship programs.

A Handbook on Utilization of Entrepreneurship Material for Vocational Education. Pamela Colby and Rachel Rassen. American Institutes for Research, 1981. Vocational Studies Center; University of Wisconsin-Madison; 964 Educational Sciences Building; 1025 West Johnson Street; Madison, WI 53706. Instruction Guide.
This handbook provides direction in the use of the 36 entrepreneurship instructional modules developed as part of a research project entitled "Development of Entrepreneurship Training Components for Vocational Education". The handbook assists individuals who are conducting in-service training as well as those who are incorporating entrepreneurship materials into existing vocational education programs.

Organizing Small Business Programs in Community Colleges. Robert E. Nelson, et al. Urbana-Champaign, IL: University of Illinois, June, 1982. Illinois State Board of Education; 100 North First Street; Springfield, IL 62777. Monograph.
This publication provides information to Illinois community colleges for developing educational programs for current and future small business entrepreneurs. An extensive bibliography includes listings of available curriculum guides and textbooks, sample forms, course outlines, degree programs, etc.

Small Business Information Sources: An Annotated Bibliography. Joseph C. Schabacker, Ph.D. 1976. National Council for Small Business Management Development; University of Wisconsin Extension; 929 W. Sixth St.; Milwaukee, WI 53203. 318 pp., $10.00. Reference book.

A resource, reference, and working document for anyone interested in starting, managing, or advising small business, or conducting research on small business.

Small Business Goes to College. Robert O. Bauer. Small Business Administration, 1978 (ED 175-361). Supt. of Documents; U.S. Government Printing Office; Washington, DC 20402; Stock # 045-000-00159-0. Instruction Guide; Monograph; Microfiche.

A historical overview of small business courses at higher education institutions is presented. The role of the Small Business Administration in the rapid increase of small business course offerings is noted.

Small Business: Look Before You Leap—A Catalog of Sources of Information to Help you Start and Manage Your Own Small Business. Louis Mucciolo. New York, NY: Marlu, 1978. Marlu; P.O. Box 111; Dobbs Ferry, NY 10522. Complete Textbook.

The book identifies many of the in-print entrepreneurship materials from established publishers, as well as the voluminous publications and diverse management assistance available from government sources.

The Small Business Survival Guide--Sources of Help for Entrepreneurs. Joseph R. Mancuso. Englewood Cliffs, NJ: Prentice-Hall, Inc., 1980. Prentice-Hall, Inc.; Englewood Cliffs, NJ 07632. Complete Textbook.

This publication identifies a wide variety of resources of interest to beginning or practicing entrepreneurs.

Small Enterprise Development: Policies and Programs. P.A. Neck. 1977. International Labour Office; Publications Department; CH-1211; Geneva, Switzerland.

Reference material.

AMERICAN MANAGEMENT ASSOCIATIONS RESOURCES

AMACOM Audio Cassette/Workbook Programs. AMACOM Audio Cassette/Workbook Programs; American Management Associations; 135 West 50th Street; New York, NY 10020.

AMACOM has developed a series of audio cassette/workbook programs designed to provide practical training in several areas of management. The programs tend to use business examples on a corporate level; however, the concepts and ideas presented can be easily adapted to conditions of new venture start-up and early operation. Each program costs $120, and contains six one-hour audio cassettes and a workbook that supplements the material covered in the cassette tapes. The workbook includes illustrative material, review questions, practice exercises, self-evaluation activities, a case study and a pre-post-test. Once the tapes are obtained they can be shared among several learners.

Executive Writing, Speaking, and Listening Skills.
This program includes guidelines for: effective writing, business correspondence, report writing, listening skills, making an oral presentation, conducting a meeting, conducting an interview, and using communication time efficiently.

Managerial Skills for New and Prospective Managers.
This program provides practical information for the future or new small business owner/manager. Topics include: the management role, measurement styles, planning and organizing, control and delegation, the decision-making process, time management, effective reading and writing, and conversational skills.

Personal Selling Skills.
This program explains several successful sales techniques and deals with specific information related to the sales process, including: planning and making sales calls, overcoming resistance, customer communication, audio-visual aids to selling, psychological factors in selling, and time management in selling.

Winning with Leadership Skills.
Aimed particularly at the manager or future manager with several subordinates, this program deals with information related to leadership: what constitutes a leader, leadership style, understanding human behavior, assessing and improving personal relationships, formal and informal leadership in business, bringing about change and improvement, reviewing and rewarding performance, and handling conflict and human problems in the work place.

AMA Extension Institute Courses. AMA Extension Institute; 135 West 50th Street; New York, NY 10020. Workbook/Course.

The Extension Institute (EI), a division of the American Management Associations, offers a series of home-study management courses, each course costing $75. The workbook for each course is assembled in a three-ring binder which contains a text developed by professional managers and directors, self-testing sections, an objective exam, a practice case study, an examination case, selected readings, a bibliography, and a professional feedback service — the learner individually purchases a course program, the objective exam and examination case, and sends them in to be assessed. Additional workbooks per course cost $10.00 each. The following are several EI courses which may be particularly useful in small business management.

Accounting for Managers. 1975, 188 pp.
This course provides present and future managers the information needed to achieve a basic understanding of accounting principles. Topics deal with the balance sheet, the income statement, basic accounting and bookkeeping responsibilities, assets, inventory valuation and profit measurement, liabilities, owner equity, and analyzing accounting papers.

AMA Extension Institute Courses. (Continued)

Advertising: Strategy and Design. 1979, 157 pp.
This course provides information related to organizing and managing advertising: establishing advertising objectives; determining the advertising budget; defining and understanding the advertising audience; selecting the advertising appeal; creating copy; using newspapers, magazines, radio, and television; using outdoor, transit, and non-commissionable media; measuring and evaluating advertising effectiveness; and advertising and public responsibility.

Communication Skills for Managers. 1976, 192 pp.
This course deals with topics related to communication skills: effective writing, letters and memos, writing reports, improving reading skills, effective use of meetings and presentations, overcoming communication barriers, conducting interviews, and organizing lines of communication.

The Executive's Guide to Commercial Law. 1978, 124 pp.
This course focuses on fundamental information relating to commercial law: the formation of contracts, contractural liability and rights, sales provisions and rights under the Uniform Commercial Code, bulk sales and secured transactions, negotiable instruments, and bankruptcy and debtor rehabilitation.

The Executive's Guide to Wage and Salary Administration. 1980, 233 pp.
This course provides resource information for compensation administration: job evaluation, performance appraisal, individual pay actions and wage incentive plans, fringe benefits, and management responsibility.

First Line Management. 1979, 100 pp.
This course deals with critical areas involved with the small business owner's supervisory and management responsibilities, including leadership style, motivating subordinates, communication, achieving productivity goals, and building team work within the company.

Fundamentals of Finance and Accounting for Non-Financial Managers. 1980, 187 pp.
This program is designed to assist managers who do not possess advanced finance and accounting skills to interpret financial statements and create a budget and financial plan consistent with business objectives. Topical areas include basic concepts and background of accounting, financial data reporting and analysis, managing company money through cash flow planning, financing the business, inventory valuation and profit management, budgeting for planning and controlling operations, methods for capital budgeting, and return on investments.

Fundamentals of Modern Marketing. 1978, 165 pp.
This course deals with the concept of marketing management: market characteristics and segmentation, buyer behavior and its motivation, product policy and planning, branding and packaging, pricing, retailing and wholesaling structures, market channel decisions, advertising decisions and procedures, sales force management. and assessment and control of the marketing program.

Fundamentals of Modern Personnel Management. 1980, 185 pp.
This course provides basic information relating to productivity goals and human resource planning: job analysis and performance standards, recruitment and selection, training and development, compensation in wage and salary and employee benefits, application of data processing in the personnel function, and maintaining positive employee relations with and without a union.

Human Resource Development: A Manager's Guide. 1978, 209 pp.
This course deals with issues related to human behavior: human resource planning, determining human resource needs, recruiting appropriate staff members, developing full performance and potential, maximizing productivity, leadership, employee compensation, managing human resource data, and responding to human needs.

AMA Extension Institute Courses. (Continued)

Leadership Skills for Executives. 1977, 216 pp.
This course deals with roles and functions of managers and leaders, presents important findings of applied research on leadership and organizational realities, provides suggestions for selecting a leadership style, suggests ways for understanding and motivating subordinates, and describes the manager-leader as a catalyst for change.

Long Range Planning. 1979, 110 pp.
This course examines the rationale and role of planning in management and presents a planning guide. Topics are: marketing, planning and organizing the company, the planning role of the Chief Executive Officer, information and data bases, and the formal process of strategic planning. Suggestions are made to help the manager identify and avoid factors causing delays or problems in planning.

A Manager's Guide to Human Behavior. 1980, 157 pp.
This course deals with informative issues relating to business performance and human behavior, the structure and dynamics of working groups, applications of personality and motivations psychology in management, transactional analysis in the business environment, management application of leadership theory, building self-esteem, and improving relationships through performance review.

Management Strategies for the Small Firm. 1976, 155 pp.
This course deals with critical information related to: special characteristics and problems of the small firm, the relationship of the small firm to the marketplace, the planning function in small business, maximizing human resources, administration and organization, financial management, controlling costs, and the family-dominated small firm.

Planning and Control for Managers. 1979, 110 pp.
This course examines the fundamentals and scope of the planning process in the role of management, planning models for top-level goal assessment, short-range objectives, and specific methods and procedures of control in the business.

Planning Cash Flow. 1975, 220 pp.
This course provides basic information related to working capital, cash and marketable securities, accounts receivable, inventories, planning cash flow, borrowing from banks, non-bank sources of short-term funds, intermediate-term credit, and making the short-term financing decision.

How to Sell Effectively. 1980, 1973 pp.
This course deals with effective selling: choosing and selling a product, understanding the industry and competition, the psychology of change and motivation, fear and anxiety in sales situations, visualizing the sale, the prospect/sales-person relationship, the communication process, developing communication skills, the sales interview and close, and managing time and energy effectively.

Strategies in Marketing Research. 1979, 297 pp.
This course provides information related to: the purpose of marketing research; procedures of internal sales forecasting, including various forecasting procedures; and basics of external research procedures, including observational techniques, sampling, and processing and using survey findings.

Training for Productivity. 1980, 121 pp.
This course describes the nature and purpose of training and development in business: how adults learn, procedures for conducting needs analysis and writing training objectives, instructional techniques and characteristics of a good classroom teacher, how to develop and assess training materials, and how to evaluate efforts.

AMA Extension Institute Courses. (Continued)

Using Mathematics as a Business Tool. 1979, 197 pp.
This course is aimed at middle and upper level managers who already have a solid background in basic math. The course provides working information for calculating interest and discounts, asset valuation and inventory valuation; assessing investments; using financial statements and schedules; compounding interest and annuities; and understanding basic statistics.

Using Small Computers as Management Tools. 1980, 156 pp.
This course assists first-time users in applying computer technology to small business or corporate operations. Topics include: an overview of small computer systems in business, computer hardware and equipment, computer software systems and programs, evaluating and selecting computers, financial issues and legal considerations related to security and privacy, and managing the computer system development life cycle.

What Managers Do. 1976, 137 pp.
This course deals with the following critical management functions: planning and forecasting, organizing, directing employees through leadership, enhancing motivation, controlling the business by establishing standards and then assessing the results to take corrective action, and business management in today's changing environment.

ENTREPRENEUR SKILLS DEVELOPMENT

The American Entrepreneurship Series: Three Films about Building Better Businesses. Laurie Kreindler, Producer. Direct Cinema Limited; P.O. Box 69589; Los Angeles, CA 90069; (213) 656-4700. Filmstrip; Instruction Guide.

This three part film series shows how three entrepreneurs have started and maintained successful businesses. A teacher's guide for each segment accompanies each film rented or purchased. Approximate cost: $120.00 for 16 mm film series rental, $595 for purchase of video cassette series.

Arkansas' Junior Executive Training Curriculum Guide. Dean Clayton, et al. Little Rock, AR: University of Arkansas, 1981 (ED 210 492). Arkansas State Board of Vocational Education; University of Arkansas; Area of Vocational Education; Little Rock, AR. Instruction Guide; Simulation/Gaming; Microfiche.

This curriculum guide is designed to help teachers conduct small business management and entrepreneurship courses for high school seniors. The materials focus on the managerial process: planning, organization, staffing, directing, and controlling. Appendices to the guide contain a checklist for organizing and operating a small business and lists of materials available from the Small Business Administration.

Business Principles and Management: 7th Ed. 1979. Kenneth E. Everard and Bernard A. Shilt. South-Western Publishing Company; 355 Conde St.; West Chicago, IL 60185. 521 pp. $9.88. Textbook.

This text presents a solid foundation in business management.

Business Quiz Series. Interstate Distributive Education Curriculum Consortium (IDECC). Interstate Distributive Education; Curriculum Consortium; 1564 West 1st Avenue; Columbus, OH 43212; (614) 486-6708. Software.

This software package, which provides hundreds of multiple choice and true/false questions for drill and practice or for designing actual classroom exams, is designed for use with 48k Apple computers -- models II, IIe, or IIc -- disc drive, monitor, and printer. Individual software packages focus on the topics of economics, marketing considerations, marketing fundamentals, product pricing, banking, business law, and insurance.

Curriculum Guide for Business Organization and Management. 1968. James F. Redmond. Board of Education of the City of Chicago; Chicago, IL 60600. 229 pp. Curriculum guide.

This functional guide provides students with an understanding and appreciation of modern business and management.

The Development of Entrepreneurs through Vocational Education: Introduction to Entrepreneurship. Christopher J. Kalangi, et al. Columbus, OH: The Ohio State University, 1975 (ED 147 771). Educational Resources Information Center; Document Reproduction Service; P.O. Box 190; Arlington, VA 22210. Modular Unit(s); Instruction Guide(s).

This 22 module curriculum guide is designed for first-year students in post-secondary technical schools. Each unit includes overall and enabling objectives, resources, suggested advance preparation for the teacher, instructional activities, recommended class time, and a bibliography.

Discovering Entrepreneurship. Roger W. Hutt. Cincinnati, OH: South-Western Publishing Co., 1982. South-Western Publishing Co.; Cincinnati, OH 94010. Filmstrip; Audio.

This set of four filmstrips and two audio-cassettes correlates in part with the textbook, Creating a New Enterprise, by Roger W. Hutt. The audio-visuals, which are designed to introduce major topics on entrepreneurship to high school students, may be used to supplement other entrepreneurship materials.

Entrepreneurship: A Career Alternative. Hanson, Garth A. Columbus, OH: The Ohio State University, 1984. The National Center for Research in Vocational Education; The Ohio State University; Publications Office; Box N, 1960 Kenny Road; Columbus, OH 43210-1090; (800) 848-4815. $4.25. Instruction Guide.

This instruction guide includes information on: personal characteristics of entrepreneurs, factors to consider in selecting an entrepreneurial venture, how to start entrepreneurial endeavors, communication needs of entrepreneurs, stabilization and growth of entrepreneurial organizations, and learning how to become an entrepreneur. A list of references to materials that will aid the aspiring entrepreneur is included.

Entrepreneurship Education: Learning the Skills, Vol. I.; Apply the Skills, Vol. II.; Supplementary Readings, Vol. III. J. Thomas Scanlon, et al. Springfield, IL: Illinois State Office of Education, Division of Adult, Vocational and Technical Education, 1980. Modular Unit(s); Instruction Guide(s); Microfiche; Other.

These materials emphasize entrepreneurial skills (e.g., risk taking, decision making, etc.) in relation to management and industry. Volumes I-III are instructional units, with student projects related to the skill areas, and include critical incidents, readings, and suggested additional resources which complement the instruction strategies. The curriculum guides provide objectives, learning activities, transparancy masters, and handouts.

"Federal Business Development Bank Management Clinic" Series. Management Clinic Series. Federal Business Development Bank; Head Office; 901 Victoria Square; Montreal, Quebec H3C 3C3; Canada. Videocassette.

These 30 minute color videocassettes and accompanying workbooks are management aids dealing with how to start and manage a small business and how to evaluate an existing business, franchise, or new start-up business.

Getting Down to Business. Barbara Sanderson, et al. American Institutes for Research. Madison, WI: University of Wisconsin-Madison, 1981. The Vocational Studies Center; University of Wisconsin-Madison; 964 Educational Sciences Building; 1025 West Johnston Street; Madison, WI 53706. Modular Unit(s); Instruction Guide(s).

These 35 business-specific instructional modules are designed to be included as an entrepreneurship component with seven vocational areas: Agriculture, Business and Office, Health, Marketing and Distributive, Home Economics, Technical, and Trades and Industrial. Each module consists of student and teacher guides. This module is a generic introduction to entrepreneurship, and should be preceded by Module 1, Getting Down to Business: What's it all About?

Getting Down to Business: What's it All About. Carolyn McFarlane. Madison, WI: University of Wisconsin-Madison, 1981 (Module 1). Vocational Studies Center; University of Wisconsin-Madison; 964 Educational Sciences Building; 1025 West Johnson Street; Madison, WI 53706. Modular Unit(s); Instruction Guide(s).

This is Module 1, an introductory or "core" module to an additional 35 instructional modules.

Introduction to Entrepreneurship. Christopher J. Kalangi, et al. 1975. The Center for Vocational Education; Ohio State University, 1960 Kenny Road; Columbus, OH 43210. 276 pp. Book.

This publication introduces the student to the motivations, characteristics, skills, knowledges, and attitudes of an entrepreneur.

Job Creation: Creative Materials, Activities, and Strategies for the Classroom. Joan F. Smutney. Springfield, IL: Illinois State Board of Education, Department of Adult, Vocational and Technical Education, Research and Development Section, 1982. Joan F. Smutney; 2840 N. Sheridan Rd.; Evanston, IL 60201; (312) 256-5150. Modular Unit(s); Microfiche.

Designed for use by high school students, their teachers and counselors, these six learning modules contain creative materials to encourage individuals to think about their own talents, skills, interests, and capacities for job creation.

Management Policy. Melvin J. Stanford. 1979. Prentice-Hall, Inc.; 160 St. Daniel Street; Florissant, MO 63031. 625 pp. Textbook.

This text, targeted to the general manager, examines the business policy that integrates all of the other functions of business.

Merchant. Jay Reese and John Wesley. 1974. INTERACT Company; P.O. Box 262; Lakeside, CA 92040. $23.50. Role play simulation.

This simulation emphasizes individual and small group decision-making and includes activities such as advertising, work schedules, lines of merchandise, some economic terms and concepts, business simulation and a teacher's guide.

New Venture Creation: A Guide to Small Business Development. Jeffrey Timmons, et al. 1977. Richard D. Irwin, Inc.; Homewood, IL 60430. 600 pp. Workbook.

This workbook prepares the user for entrepreneurial involvement and self-assessment. Sections I-IV focus on the entrepreneur and the process of considering an entrepreneurial career, examine goal setting and management skills, begin the first approach to analyzing the idea's feasibility, examine the formation of the entrepreneurial team and the preparation of the business plan, and deal with financing and the pre-start and early stages of a new venture.

New Venture Strategies. Karl H. Vesper. Englewood Cliffs, NJ: Prentice-Hall Inc., 1980. Prentice-Hall, Inc.; Englewood Cliffs, NJ 07632. Complete Textbook.

Eleven types of entrepreneurs are described, ranging from the self-employed individual to conglomerators. The text examines alternative kinds of ventures, how to discover them and--once discovered--how to find lines of entry.

Organize and Operate a Small Business, How To. Clifford Baumback, et al. Prentice-Hall, Inc.; Englewood Cliffs, NJ 07632. Book.

This book provides an in-depth overview of small business operation and policy, and includes an excellent topical bibliography.

Preparing for Entrepreneurship. Kenneth L. Rowe and Roger W. Hutt. Tempe, AZ: Arizona State University, 1979. Arizona State Department of Education; Division of Vocational Education; Phoenix, AZ. Instruction Guide(s); Microfiche; Transparency.

This 13 unit instructional guide for a secondary school entrepreneurship program may be used as the primary or supplemental resource for a one-semester course. The materials may be useful to post-secondary and adult education instructors.

Principles of Small Business Management. William N. MacFarlane. New York, NY: McGraw-Hill Book Company, 1977. Complete Textbook.

Businesses succeed because they are operated in accordance with sound management practices, the basic principles of which are delineated in this text. This book acquaints prospective small business managers/owners with these basic principles; introduces the tools needed for effective planning, organizing, and controlling; and explains skills needed in analyzing management problems and dealing effectively with them.

Resource Guide of Existing Entrepreneurship Materials. Carolyn McFarlane; Pamela Colby. Madison, WI: University of Wisconsin-Madison, 1981. Vocational Studies Center; University of Wisconsin-Madison; 964 Educational Sciences Building; 1025 West Johnson Street; Madison, WI 53706. Monograph.

This guide is of value to educators who desire information on entrepreneurship, in addition to that found in the Getting Down to Business modules.

Small Business Enterprises for Workers with Disabilities. Charles S. Richman. Falls Church, VA.: Institute for Information Studies, 1982. Institute for Information Studies; 200 Little Falls Street; Suite 104; Falls Church, VA 20046. Test(s) & Test Key(s); Other.

This self-help manual, designed to make disabled individuals aware of their own potential entrepreneurial capacities, provides information to help potential entrepreneurs make appropriate small business decisions and to find needed information and resources.

Small Business Owner (Behavioral Objectives). Jan Danford. 1973. Capital Area Career Center; Mason, MI 59934. 12 pp. Booklet.

These objectives are designed to serve as a resource to educators seeking to develop and validate similar objectives for student competency.

Small Business Management Fundamentals. Dan Steinhoff. 2nd ed. New York, NY: McGraw-Hill, 1978. McGraw-Hill; 1221 Avenue of the Americas; New York, NY 10020. Complete Textbook.

This college-level text, which offers a straight-forward approach in presenting fundamentals of managing small firms, is organized around planning, financing and financial management, form and structure of the business, and operating and evaluating a small business. Unique to this text are discussions of consumer legislation, business layout, and the usefulness of key-man/woman insurance.

Small Business Manager. Pat E. Diplacido. 1975. The Ohio State University; Trade and Industrial Education; Instructional Materials Laboratory; Columbus, OH 43200. 122 pp. Teaching guide.

This guide discusses many of the duties of a business manager in terms that are applicable to the operation of any small business.

Specialized Small Business Management for Trade, Industrial, and Technical Areas. Robert Babcock. U.S. Government Printing Office; Washington, D.C. 20202. 1976. Bookset.

This four part document discusses the many subject areas of small business management.

Start Your Own Business and Succeed, How To. John M. Hemphill, Jr. and Arthur H. Kuriloff. New York, NY: McGraw-Hill, Inc., 1981. 367 pp., $16.95. Workbook/Course.

Beginners can use this workbook to gain basic skills needed to start and operate a small business successfully. It is a practical step-by-step guidebook that shows how to avoid pitfalls and what positive actions can be taken to improve chances of success.

Successful Small Business Management. Forrest M. Frantz. 1978. Prentice-Hall, Inc.; Englewood Cliffs, NJ 07632. 42 pp.

This publication contains the principles and theories of business and management necessary to establish a sound foundation for successful business operation.

Survival and Growth: Management Strategies for the Small Business. Theodore Cohn and Roy A. Lindberg. New York, NY: Mentor Book, New American Library, 1978. 235 pp., $2.25. Book.

This is a book for managers in companies with annual sales of less than $25 million who wish to improve the performance of their firms or keep them healthy as they grow. This book gives a specific, detailed description of how to tailor management practices to a company's actual size. The reader will learn how to use assets, identify existing assets, manage time to gain better results, hire qualified managers to help business grow, improve negotiating skills and strengthen communications.

MISCELLANEOUS GENERAL TOPICS

Business Ownership Curriculum Project For The Pre-Vocational And Exploratory Level (Grades 7-9). Washington, D.C.: National Business Education Association, 1972.
Curriculum guide.

The Complete Guide to Buying and Selling a Business. Arnold S. Goldstein. New America Library; P.O. Box 999; Bergenfield, New Jersey 07821.
Book.

Decision Making for Small Business Management. Jerrald F. Young. New York, NY: John Wiley and Sons, 1977.
Textbook.

Demonstration Of A Model For The Education And Training Of Spanish-Speaking Entrepreneurs. Final Report. Carlo Ramirez, et al. Lawndale, CA: Amex Systems, Inc., 1975.
Model development.

The Dynamic Small Firm: Selected Reading. Ernest W. Walker. Austin, TX: Austin Press, 1975.
Textbook.

Entrepreneurship and Small Business Management. Kenneth R. Van Voorhis. Boston, MA: Allyn and Bacon, Inc., 1980.
Textbook.

Entrepreneurship & Venture Management: Text & Readings. Clifford M. Baumback and Joseph R. Mancuso. Englewood Cliffs, NJ: Prentice-Hall, 1975.
Textbook.

Financial Management of The Small Firm. Ernest W. Walker and J. William Petty, II. Englewood Cliffs, New Jersey: Prentice-Hall, 1978.
Textbook.

Make Money in Your own Small Business, How To. Wendell O. Metcalf, et al. Vacaville, CA: The Entrepreneur Press, 1977.
Textbook.

Management of Small Business. V.A. Grieco. Columbus, OH: Charles E. Merrill Publishing Company, 1975.
Textbook.

Managing New Enterprises. Richard H. Buskirk and Percy J. Vaughn. New York, NY: West Publishing Co., 1976.
Textbook.

A Model For Vocational Education Program Development in Entrepreneurship. Evaluation Report. Dean C. Andrews. Little Rock, AR: Division of Vocational, Technical and Adult Education, Arkansas State Department of Education, 1978.
Model development.

New Venture Creation. Jeffrey A. Timmons, et al. Homewood, IL 60430: Richard D. Irwin, Inc., 1977.
Textbook.

Personnel Development for Entrepreneurs. Julie Boettcher and Ron Hutkin. Nebraska Occupational Needs Research Coordinating Unit, Columbus Nebraska, Platte Technical Community College, 1977 (ED 153 006 and ED 153 007). Educational Resources Information Center; Document Reproduction Service; P.O. Box 190; Arlington, VA 22210. Instruction Guide; Test and Test Key; Microfiche; Transparency.

This adult-level curriculum guide includes 19 content areas which are designed to be delivered in nine sessions. Each instructional unit includes an introduction, information sheets, transparency masters, assignment sheets, and tests with keys. An evaluation of the project and dissemination procedures are explained.

Pick the Right Small Business Opportunity, How To. Kenneth J. Albert. New York, NY: McGraw-Hill Book Company, 1977.

Textbook.

The Practice of Entrepreneurship. G. Meredith, et al. 1982. International Labour Office; Geneva, Switzerland.

Textbook.

Small Business Management. Hall B. Pickle and Royce L. Abrahamson. New York, NY: John Wiley & Sons, Inc., 1976.

Textbook.

Small Business Management: Concepts and Techniques for Improving Decisions. John Petrof, et al. 1972. McGraw-Hill Book Company.

Textbook.

Small Business Management: Development, Demonstration, and Evaluation of Management Education Programs for Small Business Entrepreneurs, Including Minorities. Edgar A. Persons and Gordon I. Swanson. 1976. Minnesota Instructional Materials Center; 3554 White Bear Ave.; White Bear Lake, MN 55110. Instructional text.

This four volume set outlines a complete program of instruction for small business entrepreneurs. Included are: Instructor's Manual, Business Analysis, Curriculum and Addendum, and Final Report.

Small Business Management: A Guide To Entrepreneurship. Nicholas C. Siropolis. Boston, MA: Houghton Mifflin Company, 1977.

Textbook.

Small Business Management: A Practical Approach. Daniel J. Sullivan. Dubuque, IA: William C. Brown Company Publishers, 1977.

Textbook.

Small Business Ownership, Management, Entrepreneurship: A Model for Vocational Education Program Development in Entrepreneurship. Jim Walden, Project Director. Little Rock, AR: Division of Vocational, Technical, and Adult Education, Arkansas State Department of Education, 1978. Educational Resources Information Center; Document Reproduction Service; P.O. Box 190; Arlington, VA 22210. Modular Unit(s); Test(s) & Test Key(s); Simulation/Gaming; Microfiche.

This adult-level entrepreneurship guide can be adapted for use in secondary and post-secondary vocational education programs. The guide can be used as an instructional resource for the teacher or by individual students on a self-study basis.

Small Business Survival Guide Sources of Help for Entrepreneurs. J.R. Mancuso. Englewood Cliffs, NJ: Prentice-Hall, Inc., 1980.

Reference material.

Small Business Works: How to Compete and Win in the Free Enterprise System. Eugene L. Gross, et al. 1977. AMACOM; 135 West 50th Street; New York, NY 10020. 166 pp., $14.95. Book.

This publication tells the business person what he or she must know in order to run a business successfully and competitively.

Start and Manage Your Own Business, How To. Gardiner G. Greene. New York, NY: McGraw-Hill Book Company, 1975.

Textbook.

Start and Succeed in a Business of Your Own, How To. John R. Taylor. Reston, VA: Reston Publishing Company, 1978.

Textbook.

Starting and Operating a Playgroup for Profit. Susan Chidakel. 1976. Pilot Books; 347 Fifth Avenue; New York, NY 10016. 47 pp. $2.95.

This guide covers how to organize a playgroup, licensing, recordkeeping, advertising and dealing with parents.

Win the Battle Against Inflation with a Small Business: Creative Proven Strategies for the Entrepreneur or Investor, How To. Franz Serdahley and Murray Miller. 1981. Enterprise Publishing, Inc.; 725 Market Street; Wilmington, DE 19801. 185 pp., $14.95. Book.

Among the topics discussed in this book are: the sections of the United States that are best equipped financially and physically to withstand financial obstacles, inflation-proof businesses, and strategies to help the small business person to emerge from this period still owning a major equity in the business. The book thoroughly defines inflation and its effects on business.